

No. 70
Monroe Street.

N. & M. FRIEDMAN

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We have an object in view. We want our sales for this April to double those of April a year ago. They are nearly that now. We want a rousing big week to accomplish it. You will give it to us when you read the annexed list. Our stock this spring is grander, greater, mightier than ever before. We could fill a whole volume with equally as good values as those quoted. Why not economically supply your wants here? The merchandise quoted is of the best—that you know. The prices asked are the lowest—that you're sure of. WE ARE REACHING OUT FOR MORE BUSINESS.

PRICES THAT SHOULD MAKE IT INTENSELY INTERESTING
FOR YOU DURING THIS MONTH.

MONDAY MORNING, APRIL 17, OUR GREAT SALE BEGINS

IT WILL BE THE TALK OF THE TOWN! IT WILL BE THE EVENT OF THE YEAR!

ITS ENTERPRISE, ITS PLUCK LEAD ALL COMPETITORS, WILL BRING THOUSANDS OF FRIENDS TO THE STORE.

SILKS

FOR THIS GREAT SALE.

5,000 yards new printed China Silks, neat designs, mostly dark colors, the usual 50c quality, for 29c a yard.
7,000 yards Newest Creations, exquisite designs, 20, 22 and 24 inch China and India Silks, always 75c and 85c a yard, for 50c a yard. 32 inch Japan Silks, especially adopted for shirt waist, in all the new shades, including heliotrope and eminence. Its equal has never been shown at \$1, our price 75c a yard.
32 inch Florentine Silks, the same as you have been paying us 75c for, now 50c a yard.
Special values in Black Failles at 50c, 60c and 90c a yard.
24 inch extra quality Satin Rhadame, first value, for 90c a yard.
Double Warp Surah Silks, in all shades, sold at 65c, now 40c a yard.
Changeable Surahs, perfect colorings, sold at \$1, now 75c a yard.
See our line of Printed Surahs, Punjum and Kai Kai Silk, the most exquisite line ever shown.

DRESS GOODS

FOR THIS GREAT SALE.

Show this to your sisters and friends.
20 pieces Black Dress Goods, Imported Crepons, Imported Jacquards, Imported Marveilles, 46 inch Henriettas, Diagonals, all sold at \$1, for this great sale at 50c a yard.
Silk Warp Henriettas (black) the \$1 kind for 79c a yard.
46 inch Hindoo Serges (black) extra fine twills, sells readily for \$1, at present 75c a yard.
40 inch Drap de Alma (black), always in style and reliable, at 75c a yard.
Choice of any and every yard High Cost Imported Dress Goods in stock, Cheverons, Diagonals, Guinea Cords, 40 inch Glorias, 40 inch Cable Diagonals, prices beginning at \$1.25, \$1.50 and \$1.75, your choice at 90c a yard.
All fine 54-inch Imported French and German Broadcloths in stock, black and colored—just the thing for capes, suits and jackets—worth \$1.50 and \$1.75, for 90c a yard.
Imperial Serges, Novelty Suitings, Bedford Cords, Henriettas in all the leading shades, 65c and 75c values for 49c a yard.
46-inch Cheveron Suitings, entirely new this season, bought to sell at 40c a yard; our price 25c a yard. (Remember the width).
10c a yard for Cheveron Suitings and Henriettas in all shades, sell everywhere at 25c; our price 19c a yard.
French Challies and Half Wool Challies in endless variety, in all the latest Parisian colorings. Special display in Evening Wear Materials. Graduates will receive an extra discount from our well-known low prices.
In addition to the low prices quoted on our Dress Goods, we will furnish you the linings and trimmings at actual wholesale cost.
The best 20c quality Satin finish Selesias, at 13c a yard.
Double Faced Printed Satin Finish Selesias, worth 25c, for 18c a yard.
French Canvas in all shades, reduced to 12½c a yard.
Cambric Linings, full standard cloth, 4½c a yard.
A full line of the Gilbert Fast Blacking Linings, Perculines and Satines, at special low prices.

CHENILLE PORTIERRES AND LACE CURTAINS

FOR THIS GREAT SALE.

Chenille Portierres at special prices to close out the entire line. Portierres with extra wide dado or plain colors with heavy fringe at top and bottom at \$2.95, \$3.95, \$4.50 and \$5.95, worth from \$1.00 to \$3.00 more.
Lace Curtains—new patterns in white and ecru at 75c, 98c, \$1.25, \$2.00 and \$2.50.
100 pairs Nottingham Lace Curtains in white and ecru 3½ yards long taped edges, well worth \$2.50 a pair for this sale \$1.40 a pair.
Dotted Swisses, Madras Cloth, Embroidered Swisses for curtains 35c and 40c values reduced to 19c a yard.

CLOAKS, SUITS AND SHIRT WAISTS

FOR THIS SALE.

Positively the grandest display ever shown in the city of Grand Rapids. Our trade in this department is beyond our expectations. The High Class Novelties, the Largest Assortment and Extremely Low Prices are the cause of our success. At present we are in position to offer you greater values than heretofore.
Ladies' Capes in all shades, neatly trimmed, well worth \$2.75, for \$1.40.
Ladies' Triple Capes in tan, black, brown, navy and green, \$4.00, for \$2.50.
See our line Butterfly Capes with ribbon and velvet trimmings, at \$5, \$7.50, \$10 and \$15, which are worth from \$2 to \$5 more.
High Class Novelties in velvet, satin and silk Capes, also a fine line of Old Ladies' Capes.
Ladies' Jackets ranging from \$1.98 to \$35. In every conceivable style and material such as the fashion demands.
Black Jackets at \$3.95, \$5.00, \$7.50, \$10 and \$12.50; exceptional values.
Jackets with Butterfly and Columbian Capes, entirely new, and Bishop Sleeves, at \$5.00, \$7.50, \$10 and \$12.50; must be seen in order to be appreciated.
Children's Cloaks in endless varieties, in all shades and styles.
Children's Cloaks for this sale as low as 89c, reduced from \$1.75.
Ladies' Suits, Empire, Eton and Blazer Suits, ranging in prices from \$3.50 to \$25.00.
Tea Gowns in Henrietta, Wool Challies and Silks, ranging in prices from \$3.00 to \$25.00.
Wrappers in Percales, Outings, Seersuckers, at 89c, 98c, \$1.25 and \$1.50.
A new line of Children's Wool Dresses, very neat and tasty.
One special lot of Children's Wool Dresses at \$1.98, sold from \$3.00 to \$6.00.
If in want of a stylish garment, don't fail to see the largest and most complete department—that is the one of N. & M. Friedman's.

EMBROIDERIES AND LACES

FOR THIS GREAT SALE.

Another great sale of new 10c Embroideries, Nainsooks and Swiss, extra wide and fine work, also colored edges, worth up to 20c; choice for 10c a yard.
See our line of Wide and Irish Point Embroideries at special low prices.
Torchon Laces at 5c, 7c, 8c, 10c, 12½c and 15c.
Oriental Point de Irland, Bourdon, Point de Paris and all the new effects in Laces, in Black, White, Cream and Biege, at our usual well-known low prices.

CORSETS

FOR THIS GREAT SALE.

Over 25 styles of R. & G. Thompson's, Dr. Warner's, Ferris, and Jackson Waists, Madam Warren's Dress Form in black, white and drab, in all sizes, at \$1, including Silk Laces.
The celebrated C. B. and Sonnette Corsets, in all shades, for this sale, at 89c.
100 doz. Striped Satin Corsets, well stayed, 65c quality, for 47½c a pair.

KID GLOVES

FOR THIS GREAT SALE.

The Trefousse gloves in the new shades are here: when you see them you see the best glove made. A most unusual sale of gloves, every pair warranted and fitted.
7-hook Lacing Gloves in black, tan, mode and slate, \$1.50 values for \$1.00.
4-button Suede Gloves in all shades at 40c, worth 75c.
4-button extra quality Suede Gloves in all shades 70c a pair.
6-button length Biarritz Gloves in all shades 80c a pair.
Gloves to match any shade in wool or silk goods.

LINENS

FOR THIS GREAT SALE.

An important and big cash transaction turns these over to you fully one-fourth less than wholesale prices.
Table Damasks in bleached and unbleached in all grades and widths.
50 doz. extra quality full ¾ size Napkins, well worth \$1.25, for 89c a dozen.
50 doz. ¾ Napkins, pure linen, neat patterns, 40c a dozen.
¾ Napkins at \$1.50, \$1.75, \$2.00 and \$2.50 a dozen, which are worth from 50c to \$1.00 more than we are asking for them.
Fine Satin Damask, extra wide, at 39c, 49c, 59c, 75c and 98c.
Fringed and hemstitched Lunch Cloths from 79c to \$5 each.
Doylies at 3c, 5c, 10c, 12½c and 15c.
Hemstitched Napkins at 25c each or \$2.75 a dozen.
Pure Linen Towels at 4c, 7c, 10c, 12½c and 15c.
200 doz. extra large size Huck and Satin Damask Towels at 25c, worth 40c.
Turkish Towels at 5c, 10c, 15c, 20c and 25c.
Extra large size Crochet Quilts at 69c, 75c, 89c and \$1.00.
Marseilles Quilts, new patterns, special prices, \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00.
1,000 yards good quality Crash for this sale 3½c a yard.
Hemstitched Apron Lawn, all white and colored borders, reduced to 19c.
Special low prices on all White Goods, Dimities, India Linens, Victoria Lawns and Nainsooks.

HOSIERY, UNDERWEAR AND SHIRT WAISTS

FOR THIS GREAT SALE.

2,000 pairs of Ladies' fast black, seamless Hose, 15c or two pairs for 25c.
3,000 pairs of Ladies' fast black Hose with unbleached feet, value 40c, for this sale, 25c.
2,000 pairs of Crescent Black, drop stitch Hose with extra high spliced heels, double soles and double toes, or ribbed top Hose, value 50c, for this sale 39c.
1,000 pairs of silk plaited Hose in black and colors, a bargain at 75c, for 59c a pair.
Two big cases of Ladies' Swiss Ribbed Vests, 10c quality for 5c.
100 doz. lisle finished, Swiss Ribbed Vests, neatly trimmed, in ecru, blue and pink, the 25c kind, for 19c.
The 50c qualities, extra fine, all for 35c.
Silk Underwear in all shades 95c.
Shirt Waists, Percale, pleated front and back, 29c, 39c, 50c and 75c.
White Lawn Shirt Waists, beautifully finished, 50c, 75c, \$1.00 and \$1.50.
Silk Waists with Jabot fronts and Empire style, \$2.98, \$3.75 and \$5.00.

WASH GOODS AND DOMESTICS

FOR THIS GREAT SALE.

Extra quality Black Satines reduced to 10c a yard.
Pongees and Printed Muslins, dark ground, reduced to 9c yd.
All the 12½c and 15c Dress Gingham reduced to 11c a yard.
All the 18c and 20c Scotch Dress Gingham reduced to 14c yd.
Apron Gingham, best quality, reduced to 6½c a yard.
Striped Outing Flannels, good quality, reduced to 6½c a yard.
Baby Outing Flannels, fine and soft, at 10c and 11½c a yard.
Red Outing Flannels, with black figures, worth 12½c, 9c a yd.
Pillow Case Sheetings at 10c and 12½c a yard.
36-inch Percales, fast colors, 12½c a yard.
Challies, new styles, at 3½c a yard.
Prints at 4c a yard.
Handkerchiefs at special prices.
Colored Borders at 1c; White Hemstitched at 3c; Embroidered at 9c, worth 15c.

Please bring this List with you to the Store and see that everything is just as represented.

N. & M. FRIEDMAN, 70 Monroe St.